UNITED STATES PATENT AND TRADEMARK OFFICE

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10/611,476	07/01/2003	Robert E. Wycoff	PWYC0002/MRK	3301

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EXAMINER
COLAN, GIOVANNA B

ART UNIT	PAPER NUMBER
2162	

DATE MAILED: 09/08/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

PTO-90C (Rev. 10/03)

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE <u>3</u> MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☒ Responsive to communication(s) filed on <u>02 June 2006</u>.

2a)☒ This action is **FINAL.** 2b)☐ This action is non-final.

3)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4)☒ Claim(s) *1-13 and 15-22* is/are pending in the application.

    4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5)☐ Claim(s) _____ is/are allowed.

6)☒ Claim(s) *1-13, 15-22* is/are rejected.

7)☐ Claim(s) _____ is/are objected to.

8)☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9)☐ The specification is objected to by the Examiner.

10)☐ The drawing(s) filed on _____ is/are: a)☐ accepted or b)☐ objected to by the Examiner.

    Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

    Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

    a)☐ All b)☐ Some * c)☐ None of:

      1.☐ Certified copies of the priority documents have been received.

      2.☐ Certified copies of the priority documents have been received in Application No. _____.

      3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

    * See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1)☒ Notice of References Cited (PTO-892)

2)☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)

3)☐ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
    Paper No(s)/Mail Date _____.

4)☐ Interview Summary (PTO-413)
    Paper No(s)/Mail Date. _____.

5)☐ Notice of Informal Patent Application (PTO-152)

6)☐ Other: _____.

DETAILED ACTION

1.   This action is in response to the Amendment filed on 06/02/2006.

2.   Claims 1 – 2, 9, 12 – 13, 15, and 20 – 21 were amended. Claim 14 was

canceled. Claim 22 was added.

3.   This action is made Final.

4.   Claims 1 – 13, and 15 – 22 are pending in this application.

5.   Applicant's arguments with respect to claims 1 – 13, and 15 – 22 have been

considered but are moot in view of the new ground(s) of rejection.

Claim Rejections - 35 USC § 103

6.   The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all

obviousness rejections set forth in this Office action:

> (a) A patent may not be obtained though the invention is not identically disclosed or described as set
> forth in section 102 of this title, if the differences between the subject matter sought to be patented and
> the prior art are such that the subject matter as a whole would have been obvious at the time the
> invention was made to a person having ordinary skill in the art to which said subject matter pertains.
> Patentability shall not be negatived by the manner in which the invention was made.

7.   Claim 1 – 11 are rejected under 35 U.S.C. 103(a) as being unpatentable over

Buck et al. (Buck hereinafter) (US Patent No. 6,078,866, filed: September 14, 1998) in

view of L. Vigil et al. (Vigil hereinafter) (US Patent Pub. Application No. 2001/0034654

A1, filed: May 10, 2001), and further in view of UCHINO et al. (UCHINO hereinafter)

(US Patent App. Pub. No. 2001/0018698 A1, filed: March 26, 1998).

Regarding Claim 1, Buck discloses a network-based message board system

(Col. 3 and 4, lines 66 – 67 and 1 – 4, Buck), said system compromising:

a listing server connected to a communications network accessible by a plurality

of users (Col. 4, lines 1 – 2, Listing server, Buck) and subscribers (Col. 4, lines 1 – 5,

Buck);

a message board site listings database accessible by the listing server, said site

listings database comprising a plurality of site listings (Col. 4, lines 2 – 3, listing

database, Buck), wherein each site listing comprises an embedded advertising link offer

identifier (Col. 4, lines 6 – 8, denominated value to be paid, Buck), and a

communications address (Col. 4, lines 5 – 6, network address, Buck) accessible

through the communications network (Col. 5, lines 31 – 36, Buck), wherein the

communications address associated with each embedded advertising link offer identifier

(Col. 4, lines 6 – 8, denominated value to be paid, Buck) corresponds to a message

board of a plurality of message boards (Fig. 2B, item 44, Col. 6 and 7, lines 55 – 59 and

4 – 10, the URL addresses for the "sites"; respectively, Buck);

Buck further discloses advertising offers displayed to customers (Col. 8, lines 58

– 61, Buck). However, Buck is silent with respect to an embedded advertising link offer

database. On the other hand, Vigil discloses an embedded advertising link offer

database accessible by the listing server (Fig. 1, item 200, Page 5, [0050], lines 1 – 2,

Vigil), said embedded advertising link offer database comprising a plurality of embedded

advertising link offers (Page 4, [0033], lines 4 – 9, Vigil), wherein each embedded

advertising link offer comprises an embedded advertising link offer identifier (Fig. 2, item

211, Page 6, [0056], lines 6 – 7, ad ID, Vigil).

It would have been obvious to one of ordinary skill in the art at the time the

invention was made to incorporate the teachings of Vigil to the system and method of

Buck. Skilled artisan would have been motivated to do so, as suggested by Vigil, in

order to present an effective system for presenting advertisements to consumers (Page

1, [0005], lines 1 – 4, Vigil) and storing a link to the advertiser's e-commerce site (Page

1, [0006], lines 14 – 15, Vigil).

Furthermore, the combination of Buck in view of Vigil discloses:

a corresponding message board identifier (Fig. 2, item 213, Page 6, [0056], lines

6 – 7, company ID, Vigil), and an identifier of a particular display line position within a

fixed number of displayable line positions on a particular message board that

corresponds to said message board identifier (Fig. 4A, item 3a, 4a, and 5a,

URL#1,...URL#10, lines 43 – 48, "the subscriber can pay an increment to improve a

listing's position relative to other URLs within the service...", Buck; and Fig. 2, item 217,

Page 6, [0058], lines 8 – 15, Entrant Limit, Vigil[1]).

However, the combination of Buck in view of Vigil is silent with respect to a

message board server and the details of receiving and identifying user input messages.

On the other hand, UCHINO discloses: a message board server computer (Page 4,

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[1] Examiner interprets the Entrant Limit (included on Vigil's disclosure) as an identifier of a particular
display position. According to Vigil, the entrant limit field would determine a display position, such as,
determining the date, time, or after how many viewer entries to conduct drawings (Examiner also
interprets that conducting the drawings would have to involve displaying drawing prizes and results to
customers and/viewers).

[0112], lines 6 – 8, UCHINO), said message board sever computer comprising

executable program instructions for:

A) receiving a plurality of user input messages, wherein each user input

message corresponds to one message board of the plurality of message boards

(Page 4, [0112] and [0130], lines 3 – 8 and 1 – 4; respectively, UCHINO);

B) identifying the user input messages that correspond to a particular

message board (Page 15, [0388], lines 6 – 14, "message ID field in the entry ...",

UCHINO);

It would have been obvious to one of ordinary skill in the art at the time the

invention was made to incorporate the UCHINO's teachings to the system of the

combination of Buck in view of Vigil. Skilled artisan would have been motivated to do so,

as suggested by UCHINO (Page 1, [0014] and [0015], UCHINO), to provide retrieval of

a necessary document or a group of documents which probably contains a necessary

document form a set of documents containing a large volume of documents. In addition,

the applied references (Buck, Vigil, and UCHINO) teach features that are directed to

analogous art and they are directed to the same field of endeavor, such as, databases

management systems, and message boards. This close relation between the applied

references highly suggests an expectation of success.

Furthermore, the combination of Buck in view of Vigil and further in view of

UCHINO discloses:

C) identifying each embedded advertising link offer corresponding to the

particular message board identifier (Col. 4, lines 6- 8, "denominated value to be

paid" and "network address", Buck; Fig. 2, items 211 and 213, Page 6, [0056],

lines 6 – 7, "ad ID" and "company ID", Vigil; and Page 15, [0388], lines 6 – 14,

"message ID field in the entry ...", UCHINO); and

     D) displaying a message board display at the communications address

associated with the particular message board (Fig. 4, item 435 and 445, Page 9,

[0086], lines 3 – 7, Vigil; and Fig. 3, item 306, Page 4, [0129], lines 1 – 4,

UCHINO), wherein the message board display comprises a display of the

plurality of user input messages and the embedded advertising link offer

corresponding to the particular message board (Fig. 2, items 211 and 213, Page

6, [0056], lines 6 – 7, "ad ID" and "company ID", Vigil), and wherein each

embedded advertising link offer is displayed at the particular display line position

within the display of the user input messages corresponding to the embedded

advertising link offer (Col. 6, lines 38 – 40, Buck[2]; and Fig. 5, "Document

Number: ... 004, 005, ..." and "Reference Document Number: 001, 004, ...",

Page 4, [0131], [0132], and [0133], lines 1 – 4, 1 – 3, and 1 – 3; respectively,

UCHINO).

     Regarding Claim 2, the combination of Buck in view of Vigil and further in view of

UCHINO discloses a system, wherein the display of the plurality of user input messages

is ordered by one of: date (Col. 7, lines 4 – 13, "expiration dates", Vigil; and Fig. 20B,

"Example of Date array", Page 10, [0249], lines 3 – 5, UCHINO), subject (Col. 7, lines 4

– 13, the current rank within the particular category/subcategory", Vigil; Fig. 37, "Title"

and "Type of Message", Page 13, [0321], lines 1 – 4, UCHINO), or relationship (Col. 7,

lines 4 – 13, the current rank within the particular category/subcategory", Vigil; and Fig.

66, "Child Message/Parent Message", Page 19, [0498], lines 4 – 7, UCHINO).

Regarding Claim 3, the combination of Buck in view of Vigil and further in view of

UCHINO discloses a system, said system further comprising:

an account interface to the network wherein said account interface is accessible

by a plurality of subscribers (Fig. 2A, items 21 and 22, Col. 6, lines 48 – 51, Buck), and

wherein said account interface comprising a set of program instructions for receiving

information input by respective subscribers corresponding to a particular site listing (Fig.

2A, items 29, 27, 25, and 26, Col. 6, lines 62 – 67, Buck).

Regarding Claim 4, the combination of Buck in view of Vigil and further in view of

UCHINO discloses a system, wherein each embedded advertising link offer in the

embedded advertising link offer database further comprises a fixed denominated value

(Fig. 2, item 211, Page 6, [0056], lines 6 – 7, ad ID, Vigil).

Regarding Claim 5, the combination of Buck in view of Vigil and further in view of

UCHINO discloses a system, wherein each site listing in the message board site listings

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[2] Examiner interprets the feature of displaying listings from the highest to the lowest and displaying

database further comprises a denominated value (Col. 4, lines 6 – 8, denominated

value to be paid, Buck; and, Fig. 2, item 211, Page 6, [0056], lines 6 – 7, ad ID, Vigil).

Regarding Claim 6, the combination of Buck in view of Vigil and further in view of

UCHINO discloses a system, wherein the denominated value comprises a subscriber-

determined bid amount input by a particular subscriber (Col. 8, lines 45 – 47, credit

points, Buck).

Regarding Claim 7, the combination of Buck in view of Vigil and further in view of

UCHINO discloses a system, wherein said bid amount may be adjusted by the

particular subscriber during a defined adjustment period (Col. 9, lines 2 – 13, Buck).

Regarding Claim 8, the combination of Buck in view of Vigil and further in view of

UCHINO discloses a system, wherein said account interface further comprises means

for allowing a subscriber to enter a particular bid amount for a particular site listing (Col.

8, lines 45 – 47, Buck).

Regarding Claim 9, the combination of Buck in view of Vigil and further in view of

UCHINO discloses a system, wherein said account interface provides means for each

subscriber to search and view site listings previously entered by the particular

subscriber (Col. 8, lines 14 – 18, reviewed at a later date, Buck), wherein said account

listings by categories and subcategories (disclosed in Buck's invention) as a system for displaying site

interface provides means for displaying said site listings for the particular subscriber

ranked in comparison to denominated values of other site listings entered by other

subscribers (Col. 6, lines 38 –41, Buck[3]).

Regarding Claim 10, the combination of Buck in view of Vigil and further in view

of UCHINO discloses a system, wherein said account interface further provides means

for each subscriber to enter a new bid amount in order to change the ranking of said

subscriber's site listing relative to those of the other subscribers (Col. 8, lines 23 – 26

and 31 – 32, Buck[4]).

Regarding Claim 11, the combination of Buck in view of Vigil and further in view

of UCHINO discloses a system, wherein said account interface further comprising:

a set of program instructions for maintaining for each particular subscriber a set

of information for a plurality of embedded advertising link offers (Col. 6, lines 59 – 67,

listing management program "URL POSITION MANAGERS", Buck).

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listings on a particular display position.
[3] According to Buck's disclosure, the listings will be displayed to users according to different categories and subcategories, including denominated values from highest to lowest (Col. 6, lines 38 – 41, Buck). Examiner interprets this feature as a system for displaying site listings for the particular subscriber ranked in comparison to denominated values.
[4] Examiner interprets: subscribers entering new bid amount in order to change the ranking of the subscribers' site listing, as the adjustment period of the rankings (disclosed in Buck's invention, Col. 8, lines 23 – 26).

Regarding Claim 12, the combination of Buck in view of Vigil and further in view

of UCHINO discloses a network-based message board system, said network-based

message board system comprising a set of computer instructions for:

displaying a message board display (Fig. 3, item 306, Page 4, [0129], lines 1 – 4,

UCHINO), wherein the message board display comprises:

A) a display of a plurality of user input messages according to an order,

wherein the order is according to: a respective date of each respective user input

message (Col. 7, lines 4 – 13, "expiration dates", Vigil; and Fig. 20B, "Example of Date

array", Page 10, [0249], lines 3 – 5, UCHINO), a respective subject of each respective

user input message (Col. 7, lines 4 – 13, the current rank within the particular

category/subcategory", Vigil; Fig. 37, "Title" and "Type of Message", Page 13, [0321],

lines 1 – 4, UCHINO), or a relationship of each respective user input message as

compared to each other user input message of the plurality of user input messages

(Col. 7, lines 4 – 13, the current rank within the particular category/subcategory", Vigil;

and Fig. 66, "Child Message/Parent Message", Page 19, [0498], lines 4 – 7, UCHINO);

and

B) a display of a hypertext link on a predetermined line number (Fig. 4A,

items 5a, URL#1, URL#2, etc, Col. 6, lines 23 – 28, Buck) within a fixed number of lines

of the display of the plurality of user input messages (Col. 6, lines 24 – 26, Buck[5]; and

Page 4, [0131], [0132], and [0133], lines 1 – 4, 1 – 3, and 1 – 3; respectively, UCHINO).

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[5] Examiner interprets the range between highest to lowest to be the fixed number of lines.

Regarding Claim 15, the combination of Buck in view of Vigil and further in view

of UCHINO discloses a method for embedding a hypertext link in an Internet message

board display, said method compromising:

displaying on a particular Internet message board, a plurality of user input

messages (Fig. 33, Page 11, [0265] and [0266], lines 1 – 3 and 1 – 3, UCHINO); and

displaying on a predetermined set of particular display line positions within a

fixed number of display line positions on the particular Internet message board a

plurality of offer displays (Fig. 2B, Col. 6 and 7, lines 24 – 26 and 4 – 5, Buck; and Fig.

33, Page 11, [0265] and [0266], lines 1 – 3 and 1 – 3; respectively, UCHINO).

Regarding Claim 16, the combination of Buck in view of Vigil and further in view

of UCHINO discloses a method wherein each particular display line position in the

predetermined set of particular display line positions comprises a single offer display

(Fig. 4A, item 5a, URL#1, Col. 6, lines 27 – 28, Buck).

Regarding Claim 22, the combination of Buck in view of Vigil and further in view

of UCHINO discloses a method for displaying an Internet-accessible message board

display, said method comprising:

determining a first number of lines committed for displaying a plurality of user

input messages on a page of the Internet-accessible message board display (Page 4,

[0133], lines 4 – 8, UCHINO);

determining a second number of lines committed for displaying a plurality of

subscriber-related advertising displays on the page of the Internet-accessible message

board display;(Page 5, [0147], lines 1 – 3, UCHINO)

determining a maximum number of lines for display on the page of the Internet

accessible message board display (Page 5, [0149], lines 1 – 6, UCHINO[6]);

determining specific lines of the page of the Internet-accessible message board

display at which to display the plurality of subscriber-related advertising displays (Col. 7,

lines 43 – 48, Buck[7]; and Fig. 26, Page 8, [0200] and [0201], lines 1 – 6 and 1;

respectively, UCHINO); and

generating a display of the plurality of user input messages (Fig. 33, Page 11,

[0165] and [0266], lines 1 – 4 and 1 – 3; respectively, UCHINO), and the plurality of

subscriber-related advertising displays (Page 1, [0008], lines 11 – 20, Vigil).

8.   Claim 13 is rejected under 35 U.S.C. 103(a) as being unpatentable over Buck et

al. (Buck hereinafter) (US Patent No. 6,078,866, filed: September 14, 1998), in view of

Vigil, in view of UCHINO, and further in view of Soulanille (Soulanille hereinafter) (US

Patent No. 6,978,263 B2, filed: June 1, 2001).

Regarding Claim 13, the combination of Buck in view of Vigil and further in view

of UCHINO discloses all the limitations as disclosed above including a network-based

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[6] Wherein the step of entering the number of lines until the end of the file corresponds to the step of
determining a maximum number of lines claimed.
[7] Wherein the step of improving a listing's position corresponds to the step of determining specific lines of
the pages as claimed.

message board system, said network-based message board system further comprising

a set of computer instructions for:

updating the message board display with a new user message (Col. 7, lines 10 –

13, Buck; and Fig. 16, item 1604, Page 9, [0226], lines 1 – 4, UCHINO).

Furthermore, the combination of Buck in view of Vigil and further in view of

UCHINO discloses fixed number of lines of the display of the plurality of user input

messages (See rejection of claim 12 in this office action above). However, the

combination of Buck in view of Vigil and further in view of UCHINO is silent with respect

to preserving the hypertext link position at the predetermined line number. On the other

hand, Soulanille discloses this limitation (Col. 21, lines 48 – 50 and 56 – 60, Soulanille).

It would have been obvious to one of ordinary skill in the art at the time the invention

was made to incorporate the teachings of Soulanille to the combination of Buck in view

of Vigil and further in view of UCHINO. Skilled artisan would have been motivated to do

so, as suggested by Soulanille (Col. 4, lines 10 – 13, Soulanille), to provide an improved

method for selecting and ordering search results listings that can maximize revenue for

the search engine operator as well improving click through rates for web site promoters.

9.   Claim 17 – 21 are rejected under 35 U.S.C. 103(a) as being unpatentable over

Buck et al. (Buck hereinafter) (US Patent No. 6,078,866, filed: September 14, 1998), in

view of Vigil, in view of UCHINO, and further in view of Narin et al. (Narin hereinafter)

(US Patent Pub. App. No. 2002/0046045 A1, filed: June 28, 2001).

Regarding Claim 17, the combination of Buck in view of Vigil and further in view of UCHINO discloses all limitations as disclose above, including a method wherein each particular display line position of the predetermined set of particular display line positions is dedicated to displaying offers (Fig. 4A, item 5a, URL#1, Col. 6, lines 27 – 28, Buck). However, Buck is silent with respect to sell displayable web space. On the other hand, Narin discloses selling displayable space (Page 5, [0040], lines 26 – 31, Narin). It would have been obvious to one of ordinary skill in the art at the time the invention was made to add the Narin's teachings with respect to displayable space to the system and method of Buck. Skilled artisan would have been motivated to do so, as suggested by Narin (Page 1, [0008], lines 1 – 3, Narin), in order to provide users with an infrastructure for shopping with a user application, such as content-rendering application.

Regarding Claim 18, the combination of Buck in view of Vigil, in view of UCHINO, and further in view of Narin discloses a method wherein each subscriber display comprises a hypertext link (Fig. 4B, items 15a, Col. 6, lines 40 – 41, hyperlinks, Buck).

Regarding Claim 19, the combination of Buck in view of Vigil, in view of UCHINO, and further in view of Narin discloses a method wherein the subscriber has paid a predetermined fee for a predetermined period of time for displaying the subscriber display (Col. 4, lines 54 – 56, subscription service on a periodic basis, Buck).

Regarding Claim 20, the combination of Buck in view of Vigil, in view of UCHINO,
and further in view of Narin discloses a method wherein the subscriber has paid a bid
for a particular period of time for displaying the subscriber display (Col. 7 and 8, lines 67
and 1 – 2; respect, Buck).

Regarding Claim 21, the combination of Buck in view of Vigil, in view of UCHINO,
and further in view of Narin discloses a method wherein the particular subscriber display
may be repositioned among the predetermined set of particular display line positions
within the fixed number of display line positions (Col. 7, lines 43 – 48, Buck[8]).

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[8] Examiner interprets improving the listings' position (taught in Buck disclosure) as a method to reposition
a subscriber display.

Response to Arguments

1.   Applicant cannot show non-obviousness by attacking references individually

where, as here, the rejections are based on a combination of references.

In re Keller, 208 USPQ 871 (CCPA 1981).

2.   Applicant argues that the prior art fails to disclose; "a message board that

comprises not only a display of a plurality of user input messages but that also

comprises a display of embedded advertising link offers that are displayed at a

particular display line position within the display of the plurality of user input messages".

Examiner respectfully disagrees. The combination of Buck in view of Vigil and

further in view of UCHINO does disclose a message board that comprises not only a

display of a plurality of user input messages (Fig. 2B, item 44, Col. 6 and 7, lines 55 –

59 and 4 – 10, "sites"; respectively, Buck; Page 9, [0086], lines 3 – 7, wherein web site

winners board, which includes notification, for example, by e-mail, corresponds to the

message board as claimed, Vigil; and Fig. 1, Page 4, [0112], lines 3 – 8, virtual places

referred to as message boards, UCHINO) but that also comprises a display of

embedded advertising link offers that are displayed at a particular display line position

within the display of the plurality of user input messages (Col. 6, lines 38 – 40, wherein

the step of displaying listings from the highest to the lowest and displaying listings by

categories and subcategories corresponds to the step of displaying site listings on a

particular display position, Buck; and Fig. 5, "Document Number: ... 004, 005, ..." and

"Reference Document Number: 001, 004, ...", Page 4, [0131], [0132], and [0133], lines

1 – 4, 1 – 3, and 1 – 3; respectively, UCHINO). See also 103 rejection of claim 1 and 12

discussed in this office action above.

3.   Applicant argues that the prior art fails to disclose; "that the websites to which

advertisements are served are dynamically changed by user input as are user message

boards".

Examiner respectfully disagrees. The specific limitation and wording "dynamically

changed by user input" was not disclosed by the claim language. However, the

combination of Buck in view of Vigil and further in view of UCHINO does disclose that

the websites to which advertisements are served are dynamically changed by user input

as are user message boards (Col. 6, lines 62 – 67, Wherein the step of updating and

adding a new website corresponds to the step of dynamically changing the websites by

user input as claimed, Buck; and Page 4, [0034], lines 4 – 9, Vigil).

Conclusion

1.   The prior art made of record and not relied upon is considered pertinent to

applicant's disclosure.

2.   **THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time

policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE

MONTHS from the mailing date of this action. In the event a first reply is filed within

TWO MONTHS of the mailing date of this final action and the advisory action is not

mailed until after the end of the THREE-MONTH shortened statutory period, then the

shortened statutory period will expire on the date the advisory action is mailed, and any

extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of

the advisory action. In no event, however, will the statutory period for reply expire later

than SIX MONTHS from the mailing date of this final action.

Prior Art Made Of Record

1.   Buck et al. (US Patent No. 6,078,866, filed: September 14, 1998) discloses an internet site searching searching and listing service based on monetary ranking of site listings.

2.   L. Vigil et al. (US Patent Pub. Application No. 2001/0034654 A1, filed: May 10, 2001) discloses an interactive internet advertising and e-commerce method and system.

3.   Soulanille (US Patent No. 6,978,263 B2, filed: June 1, 2001) discloses a system and method for influencing a position on a search result list generated by a computer network search engine.

4.   Narin et al. (US Patent Pub. App. No. 2002/0046045 A1, filed: June 28, 2001) discloses an architecture for electronic shopping service integratable with a software application.

5.   Davis et al. (US Patent No. 6,983,272 B2; and US Patent No. 6,269,361 B1) discloses a system and method for influencing a position on a search result list generated by a computer network search engine.

6.   Colace et al. (US Patent No. 6,826,572 B2) discloses a system and method allowing advertisers to manage search listings in a pay for placement search system using grouping.

7.   Conwell et al. (US Patent No. 6,970,886 B1) discloses consumer driven methods for associating content identifiers with related web addresses.

Points Of Contact

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Giovanna Colan whose telephone number is (571) 272-2752. The examiner can normally be reached on 8:30 am - 5:00 pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John Breene can be reached on (571) 272-4107. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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